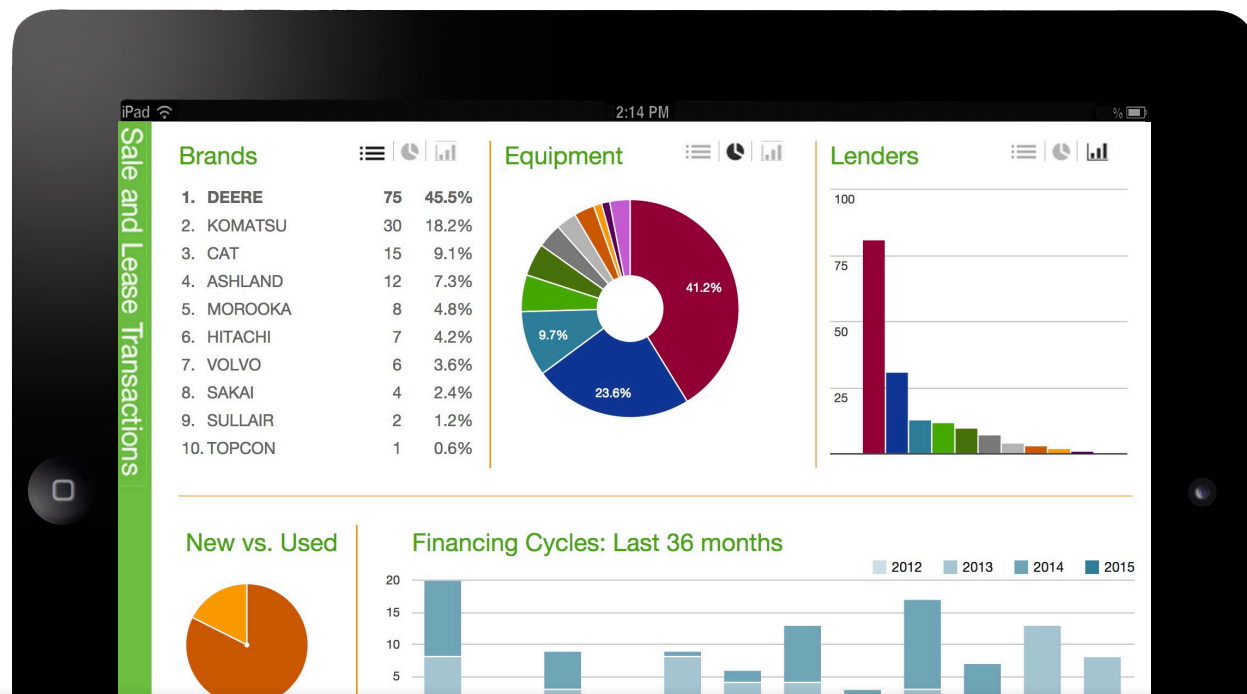# Data is Smarter than Your Gut

How reliable is your gut when it comes to navigating through your industry? Does intuition provide clear enough direction when it comes to finding the right audience and where to search for them? The truth is that there's no way to tell the many missed opportunities that come from depending on your gut alone.

Fortunately, there is information out there to guide you as you work toward growing your business, information otherwise known as data.

EDA
BY RANDALL-REILLY

Quick Overview:

- What is big data?
- Why EDA?
- What can EDA data do for you?

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What is big data?

Big data is a catchall phrase for volumes of offline and online information so large that the amount created daily is measured in quintillions. The advancement of technology. The constant expansion of the internet. These contributors to the constant creation of data are also huge factors in the evolution of the construction industry.

The greatest difficulty is tying together the mass of gathered data to produce a clean data source. This is where EDA comes in.

As you've probably experienced when sorting through information on new and potential customers, it is difficult to make sense of raw, unstructured data. EDA is a platform that analyzes and organizes construction data for you.

Why EDA?

A database of active equipment buyers with 20 million equipment records, EDA offers a wide range of equipment purchasing data specific to the construction industry.

- Skid Steer Ldr
- Crawler Dozer
- Wheel Loader
- Mini Excavator
- Track Skid Ldr
- Personnel Lift
- Telescop Frklft
- Motor Grader

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How can EDA help you?

Save yourself time.

The information on individual companies makes your searches more pinpointed. You can search by brand, equipment, location, and more. And with the focus on construction equipment buyers, you know you're reaching the right people.

Know your customers.

You can find your customers in the EDA database and learn what equipment they presently have and what they're currently buying. This will remove the mystery in predicting what your customer's next move will be.

Identify new prospects.

With the vast number of entries available on the database, you can be sure to find prospects you would not have come across otherwise.

You're smarter than your gut.

If you're ready to start navigating your business with data, let's get started.

Call your sales rep today. 800-288-8262

Randall Reilly